

MB-04-233

My name is Paul Heebink and I manage the NBC affiliate located in Yuma, Arizona. I have nearly twenty five years in broadcasting, twelve of which have been in the Yuma, Arizona/El Centro, California DMA. Our market is truly unique.

Geographically, culturally, and even the aspect of multiple time zones makes our market like no other. Our KYMA transmitter is within miles of the Mexican cities of San Luis (Sonora) and Mexicali(Baja). Their 1.5 million inhabitants have direct impact on our market and how we operate our station.

Our proximity to the border and the prevalence of the Spanish language provides special challenges in terms of our work force. It is often necessary to recruit and hire qualified candidates who not only have leaned their respective craft but also are conversant in two languages. This requirement extends beyond the newsroom as we have both marketing partners and advertising clients who speak only Spanish. Hiring people who reflect our marketplace not only makes business sense, it insures that we serve the needs of our diverse viewers. If we are mandated to provide daily reporting of all our localism efforts we would not have the budget to provide the very type of efforts that the FCC rule is intended to insure.

KYMA-TV, has a positive impact on the people in and adjacent to our market. We provide well over a million dollars in valuable air time through PSA's and fund raising efforts each year.

KYMA conducts frequent tours with community leadership groups and local civic groups. As a regular part of each tour we provide a feedback forum so we can learn the needs of these groups.

We are in direct contact with our communities and assess their needs through a variety of methods. I am a past board member and chairman of Arizona Broadcaster Association. Our meetings regularly deal with how to better serve the needs of the communities within our broadcast areas.

On April 15th all broadcasters in Arizona simulcast the half hour program "Crystal Darkness" in an effort to bring greater awareness to the growing problem of Meth in our communities. Our station aired this special in English on KYMA-TV and in both English and Spanish on our digital partner station LATV and provided news coverage and promotional coverage in advance of the telecasts. Even before the telecast was over viewers responded:

Total Calls Received and Breakdown

416 total calls

178 seeking treatment for themselves or family members

15 requiring immediate crisis attention

24 crime tips and requests of law enforcement

KYMA telecasts 29 live local newscasts each week. Our very success in the marketplace is directly related to providing local content that serves our bicultural market place. Our communities are not forced to watch any station and it has the ability to "boycott" stations. A station can not survive without local viewers' support so it will either adapt to what the community wants or cease operation.

Twice each month our midday newscast is live at a public market place where we have direct access to thousands of local residents. These newscasts feature local service agencies that are on hand to respond directly to the public prior to, during, and after the newscast. Blood pressure screenings and pet adoption services are just two of the diverse services our newscasts highlighted while on location.

KYMA provides tremendous support to community causes. Every single month we not only provide our air waves to community causes but generally take lead roles in fund raisers efforts by utilizing our time and on-air talent. Our station is the major sponsor of "Dia Del Nino" in San Luis, Arizona. Last month KYMA produced a six-hour live telethon for the Yuma Community Food Bank and raised \$212,000. This month we will spearhead fund raising efforts for our local humane society and local fire departments.

Our department heads serve on a variety of local civic and community organizations. This provides a direct access to a variety of groups and helps us ascertain community needs more accurately than any uniformly mandated ascertainment.

In our efforts to reach out to all in our community we have used both SAP and closed captioning in Spanish. We are currently developing web sites in Spanish and a half hour Spanish language program call "Tu Mundo" (Your World). "Tu Mundo" will air on our digital channel 11.2 which is LATV. Recently through our local efforts on LATV a local latino high school musical group was able to enter, compete and win a national "Battle of the Bands" contest.

In summary, we make great efforts to assess community needs through a variety of methods and do an outstanding job in delivering on those needs. The possible requirements by the FCC to mandate the method by which we assess and deliver on our community needs would be counter productive to say the least. It would act against the very intent of the rule. The future of broadcast television is to provide outstanding local content and service. KYMA-TV does just that.